

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**(Attorney Docket № 14309US02)**

In the Application of:

Jeyhan Karaoguz, et al.

***Electronically Filed on 16-Mar-2009***

Serial No. 10/675,468

Filed: September 30, 2003

For: MEDIA PROCESSING SYSTEM  
SUPPORTING PERSONAL  
ADVERTISEMENT CHANNEL  
AND ADVERTISEMENT  
INSERTION INTO BROADCAST  
MEDIA

Examiner: Patrick A. Ryan

Group Art Unit: 2427

Confirmation No. 5572

**PRELIMINARY AMENDMENT AND REQUEST FOR CONTINUED  
EXAMINATION UNDER 37 CFR 1.114**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Final Office Action mailed January 5, 2009 ("Final Office Action") in the above-identified application. The Applicant respectfully requests entry of the following amendments preliminary to continued examination in the instant application and consideration of the following remarks. The Applicant also respectfully requests continued examination in the instant application.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.